

## ORDER



**Orders**  
**Order / Rev:** 722337 - 2  
**Alt Order #:** 06373236  
**Product Desc:** OFA LUR SCHEULE  
**Estimate:**  
**Flight Dates:** 10/16/12 - 11/04/12  
**Original Date / Rev:** 10/15/12 / 11/02/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	3	\$570.00	\$484.50
10/29/12	11/04/12	4	\$360.00	\$306.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$570.00	\$484.50	0.00
November 2012	4	\$360.00	\$306.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$930.00</b>	<b>\$790.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/16/12	10/19/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
LUR VALUE=\$275															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	2		\$275.00		0.00						
2	WJXX	10/16/12	10/19/12	America This Morning America This Morning	CM	430-5a	- TWTF - -	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
LUR VAULE=\$20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$20.00		0.00						
3	WJXX	10/29/12	11/02/12	The Chew The Chew	CM	M-F 1-2p	MTWTF - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF - -	2		\$100.00		0.00						
4	WJXX	10/29/12	11/02/12	General Hospital General Hospital	CM	.	MTWTF - -	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF - -	1		\$110.00		0.00						
5	WJXX	11/04/12	11/04/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	- - - - - S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$50.00		0.00						
													Totals	7	\$930.00